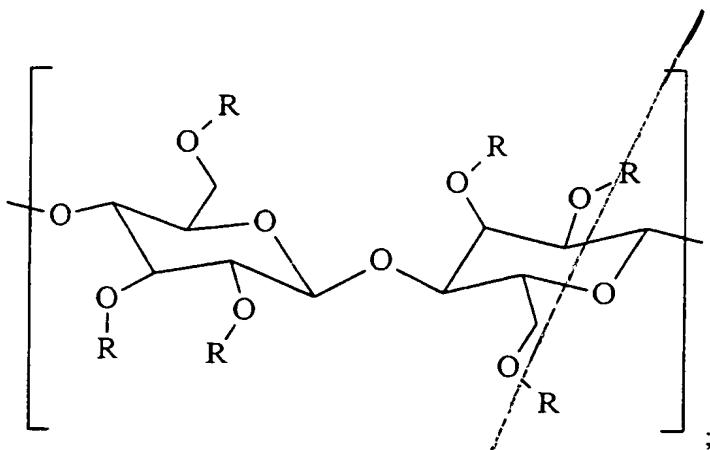


WHAT IS CLAIMED IS:

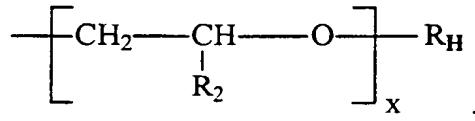
1. A detergent composition characterized by:
 - a) from 1% to 80% by weight of surfactants selected from the group consisting of nonionic, anionic, cationic, amphoteric zwitterionic surfactants and mixtures thereof; and
 - b) from 0.01% to 5.0%, preferably from 0.1% to 4.0%, by weight of a fabric enhancing component selected from the group consisting of cyclic amine based polymers, oligomers or copolymers, hydrophobically modified cellulosic based polymers or oligomers, and mixtures thereof; and

wherein the detergent composition is contained within an interior chamber of a container, the container further characterized by an exterior surface wherein the exterior surface contains a description of the composition characterized by language selected from the group consisting of: helps clothes look healthier, helps stop wear before it starts, maintains the appearance of clothes, helps prevent clothes from looking worn out, strengthens while it cleans for better looking clothes, strengthens threads so clothes look better, helps prevent clothes from looking worn, helps prevent wear and tear in the washer that can make clothes look old, helps keep clothes from aging, helps clothes come out of the washer looking as good as when they went in, helps preserve the fabric integrity of clothes, strengthens threads from the inside out for better looking clothes, extends the life of clothes, is like a vitamin for clothes, works like an anti-aging product on clothes, is like calcium for clothes, is like a supplement for clothes, after just 10 washes clothes look better than they would if you washed them with other detergents, fortifies threads for healthier looking clothes, helps prevent clothes from looking old before their time, is like stopping time for your clothes so they stay looking good.

2. The detergent composition of claim 1, wherein the hydrophobically modified cellulosic based polymers or oligomers are of the general formula:



wherein each R is selected from the group consisting of R_2 , R_C , and



wherein:

- each R_2 is independently selected from the group consisting of H and C₁-C₄ alkyl;
- each R_C is $-(\text{CH}_2)_y-\overset{\text{O}}{\underset{\parallel}{\text{C}}}-\text{OZ}$,
wherein each Z is independently selected from the group consisting of M, R_2 , R_C , and R_H ;
- each R_H is independently selected from the group consisting of C₅-C₂₀ alkyl, C₅-C₇ cycloalkyl, C₇-C₂₀ alkylaryl, C₇-C₂₀ arylalkyl, substituted alkyl, hydroxyalkyl, C₁-C₂₀ alkoxy-2-hydroxyalkyl, C₇-C₂₀ alkylaryloxy-2-hydroxyalkyl, $(R_4)_2\text{N}$ -alkyl, $(R_4)_2\text{N}$ -2-hydroxyalkyl, $(R_4)_3\text{N}$ -alkyl, $(R_4)_3\text{N}$ -2-hydroxyalkyl, C₆-C₁₂ aryloxy-2-hydroxyalkyl,
 $\begin{array}{c} \text{O} \\ \parallel \\ -\text{C}-\text{CH}-\text{C}-\text{CH}_2-, \end{array}$ $\begin{array}{c} \text{O} \\ \parallel \\ -\text{C}-\text{CH}_2-\text{CH}-\text{C}-\text{OM}, \end{array}$ and
 $\begin{array}{c} \text{O} \\ \parallel \\ -\text{C}-\text{CH}-\text{CH}_2-\text{C}-\text{OM}, \end{array}$
- each R_4 is independently selected from the group consisting of H, C₁-C₂₀ alkyl, C₅-C₇ cycloalkyl, C₇-C₂₀ alkylaryl, C₇-C₂₀ arylalkyl, aminoalkyl, alkylaminoalkyl, dialkylaminoalkyl, piperidinoalkyl, morpholinoalkyl, cycloalkylaminoalkyl and hydroxyalkyl;

- each R₅ is independently selected from the group consisting of H, C₁-C₂₀ alkyl, C₅-C₇ cycloalkyl, C₇-C₂₀ alkylaryl, C₇-C₂₀ arylalkyl, substituted alkyl, hydroxyalkyl, (R₄)₂N-alkyl, and (R₄)₃N-alkyl;

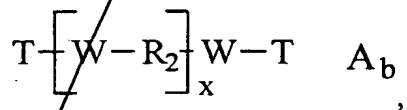
wherein:

M is a suitable cation selected from the group consisting of Na, K, 1/2Ca, and 1/2Mg;
 each x is from 0 to 5;
 each y is from 1 to 5; and

provided that:

- the Degree of Substitution for group R_H is between 0.001 and 0.1, more preferably between 0.005 and 0.05, and most preferably between 0.01 and 0.05;
- the Degree of Substitution for group R_C wherein Z is H or M is between 0.2 and 2.0, more preferably between 0.3 and 1.0, and most preferably between 0.4 and 0.7;
- if any R_H bears a positive charge, it is balanced by a suitable anion; and
- two R₄'s on the same nitrogen can together form a ring structure selected from the group consisting of piperidine and morpholine.

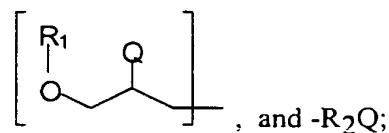
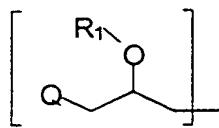
3. The detergent composition of any of claims 1-2, wherein the cyclic amine based polymers, oligomers or copolymers are of the general formula:



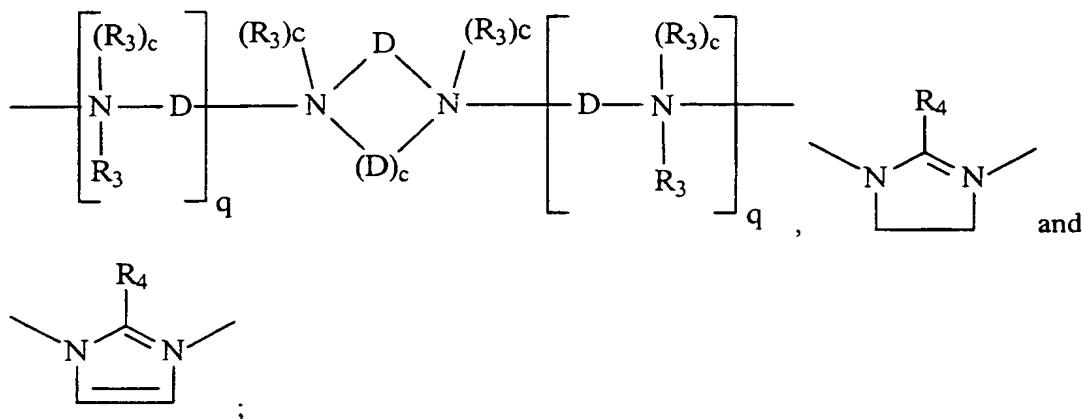
wherein;

each T is independently selected from the group consisting of H, C₁-C₁₂ alkyl, substituted alkyl, C₇-C₁₂ alkylaryl, -(CH₂)_hCOOM, -(CH₂)_hSO₃M, CH₂CH(OH)SO₃M, -(CH₂)_hOSO₃M,

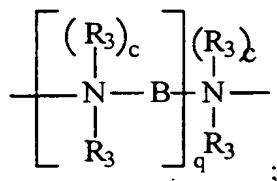




-wherein W is characterized by at least one cyclic constituent selected from the group consisting of:



in addition to the at least one cyclic constituent, W may also comprise an aliphatic or substituted aliphatic moiety of the general structure;



-each B is independently C₁-C₁₂ alkylene, C₁-C₁₂ substituted alkylene, C₃-C₁₂ alkenylene, C₈-C₁₂ dialkylarylene, C₈-C₁₂ dialkylarylenediyl, and -(R₅O)_nR₅-;

-each D is independently C₂-C₆ alkylene;

-each Q is independently selected from the group consisting of hydroxy, C₁-C₁₈ alkoxy, C₂-C₁₈ hydroxyalkoxy, amino, C₁-C₁₈ alkylamino, dialkylamino, trialkylamino groups, heterocyclic monoamino groups and diamino groups;

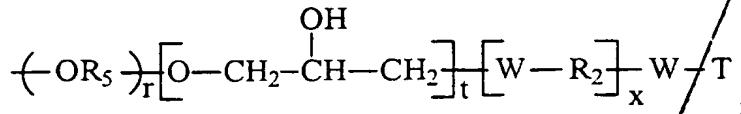
-each R₁ is independently selected from the group consisting of H, C₁-C₈ alkyl and C₁-C₈ hydroxyalkyl;

-each R₂ is independently selected from the group consisting of C₁-C₁₂ alkylene, C₁-C₁₂ alkenylene, -CH₂-CH(OR₁)-CH₂, C₈-C₁₂ alkarylene, C₄-C₁₂ dihydroxyalkylene,

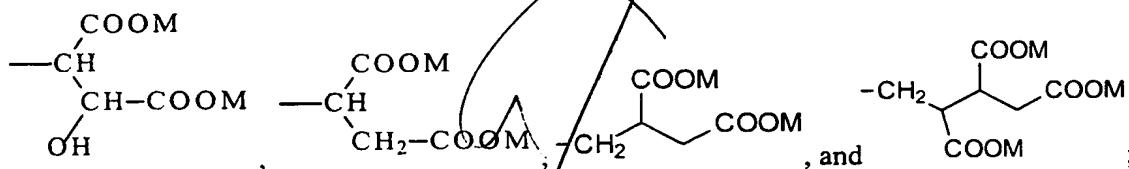
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poly(C₂-C₄ alkyleneoxy)alkylene, H₂CH(OH)CH₂OR₂OCH₂CH(OH)CH₂-, and C₃-C₁₂ hydrocarbyl moieties;

provided that when R₂ is a C₃-C₁₂ hydrocarbyl moiety the hydrocarbyl moiety can comprise from about 2 to about 4 branching moieties of the general structure:



-each R₃ is independently selected from the group consisting of H, O, R₂, C₁-C₂₀ hydroxyalkyl, C₁-C₂₀ alkyl, substituted alkyl, C₆-C₁₁ aryl, substituted aryl, C₇-C₁₁ alkylaryl, C₁-C₂₀ aminoalkyl,
-(CH₂)_hCOOM, -(CH₂)_hSO₃M, CH₂CH(OH)SO₃M, -(CH₂)_hOSO₃M,



-each R₄ is independently selected from the group consisting of H, C₁-C₂₂ alkyl, C₁-C₂₂ hydroxyalkyl, aryl and C₇-C₂₂ alkylaryl;

-each R₅ is independently selected from the group consisting of C₂-C₈ alkylene, C₂-C₈ alkyl substituted alkylene; and

A is a compatible monovalent or di or polyvalent anion;

M is a compatible cation;

b = number necessary to balance the charge;

each x is independently from 3 to 1000;

each c is independently 0 or 1;

each h is independently from 1 to 8;

each q is independently from 0 to 6;

each n is independently from 1 to 20;

each r is independently from 0 to 20; and

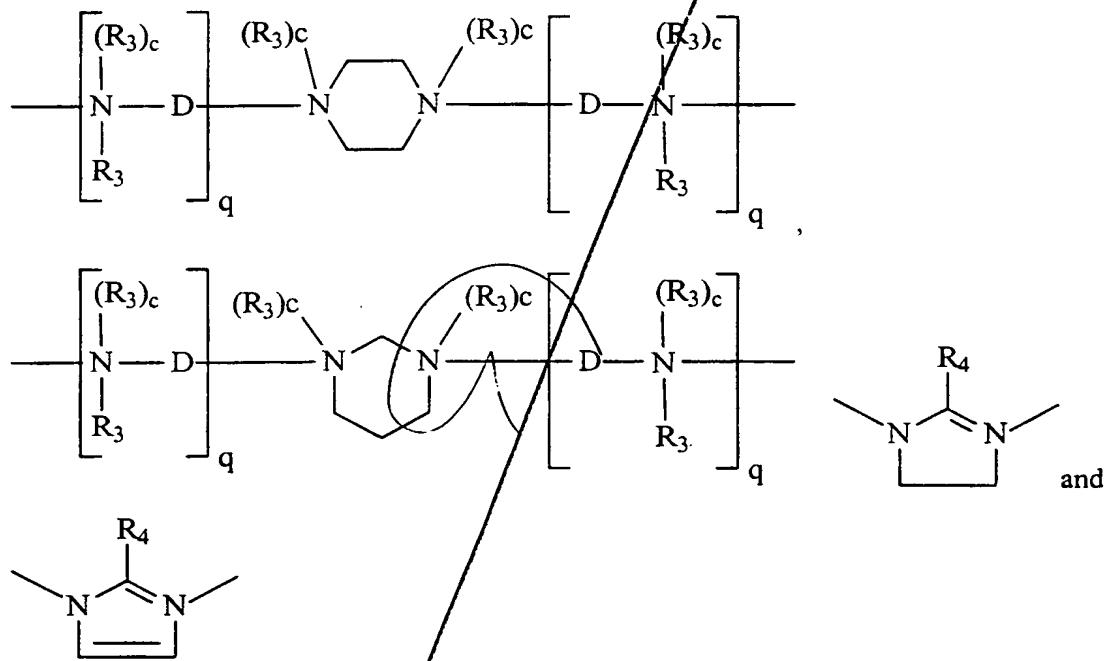
each t is independently from 0 to 1.

4. The detergent composition of any of claims 1-3, wherein the cyclic amine based polymers, oligomers or copolymers are adducts selected from the group consisting of piperazine,

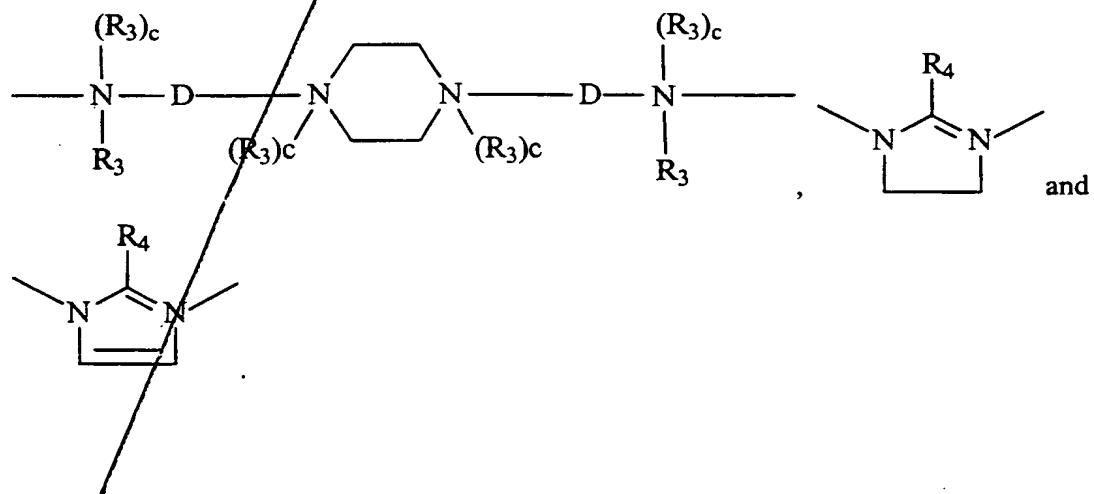
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piperadine, epichlorohydrin, epichlorohydrin benzyl quat, epichlorohydrin methyl quat, morpholine and mixtures thereof.

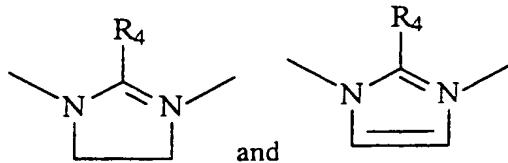
5. The detergent composition of any of claims 1-4, wherein each R₁ is H and at least one W is selected from the group consisting of:



6. The detergent composition of any of claims 1-5, wherein each R₁ is H and at least one W is selected from the group consisting of:

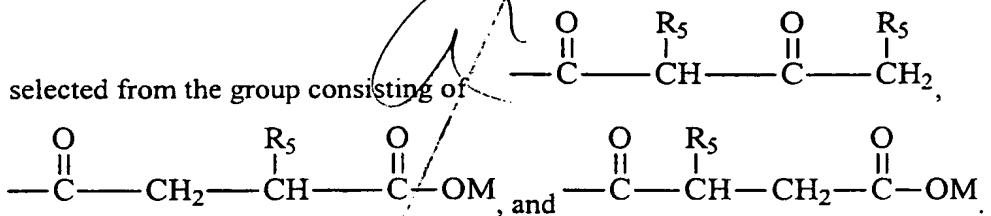


7. The detergent composition of any of claims 1-6, wherein each R₁ is H and at least one W is selected from the group consisting of:



8. The detergent composition of any of claims 1-7, wherein each R_H is independently selected from the group consisting of C₅-C₂₀ alkyl, C₅-C₇ cycloalkyl, C₇-C₂₀ alkylaryl, C₇-C₂₀ arylalkyl, substituted alkyl, hydroxyalkyl, C₁-C₂₀ alkoxy-2-hydroxyalkyl, C₇-C₂₀ alkylaryloxy-2-hydroxyalkyl, (R₄)₂N-alkyl, (R₄)₂N-2-hydroxyalkyl, (R₄)₃N-alkyl, (R₄)₃N-2-hydroxyalkyl, and C₆-C₁₂ aryloxy-2-hydroxyalkyl.

9. The detergent composition of any of claims 1-8, wherein each R_H is independently



10. The detergent composition of any of claims 1-9, wherein the cellulosic based polymer or oligomer has an average molecular weight of from 5,000 to 2,000,000.

11. A laundry additive composition characterized by:

- a) from 1% to 80% by weight of water; and
- b) from 0.01% to 5.0%, preferably from 0.1% to 4.0%, by weight of a fabric enhancing component selected from the group consisting of cyclic amine based polymers, oligomers or copolymers, hydrophobically modified cellulosic based polymers or oligomers, and mixtures thereof; and

wherein the laundry additive composition is contained within an interior chamber of a container, the container further characterized by an exterior surface wherein the exterior surface contains a description of the composition characterized by language selected from the group consisting of: helps clothes look healthier, helps stop wear before it starts, maintains the appearance of clothes,

- 4 3 -

helps prevent clothes from looking worn out, strengthens while it cleans for better looking clothes, strengthens threads so clothes look better, helps prevent clothes from looking worn, helps prevent wear and tear in the washer that can make clothes look old, helps keep clothes from aging, helps clothes come out of the washer looking as good as when they went in, helps preserve the fabric integrity of clothes, strengthens threads from the inside out for better looking clothes, extends the life of clothes, is like a vitamin for clothes, works like an anti-aging product on clothes, is like calcium for clothes, is like a supplement for clothes, after just 10 washes clothes look better than they would if you washed them other detergents, fortifies threads for healthier looking clothes, helps prevent clothes from looking old before their time, is like stopping time for your clothes so they stay looking good.

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